# 9 Ways to Grow Healthy Colorado Kids



Using consistent messaging to prevent early childhood obesity

## Purpose of Messaging

- To deliver nine Colorado consumer-tested, evidence-based messages that address eight maternal and early childhood health and behavioral factors found most promising in preventing early childhood obesity.
- For health advocates to all Speak with One Voice to unify the messages individuals and families hear, see and potentially act on.
- To align with goals (health equity across lifespan and all populations) and guiding principles of Colorado's life course approach to prevent early childhood obesity.
- To offer comprehensive messaging that complements messaging currently used in communities, such as *Let's Go 5.2.1.0*.
- To ensure pregnant women and families with infants and young children hear consistent messages in multiple settings and from community members who influence health behaviors.
- To engage diverse stakeholders and members of the target populations: low-income mothers, fathers, pregnant women, grandparents and children before birth through age five years in the testing and creation of the messaging.

### Using the Messages

#### Health care, public service, early care and education programs

- Incorporate messages into group discussion/interactive classes
- Use messages in counseling sessions
- Create or enhance a social marketing campaign featuring the messages
- Collaborate with partners in other programs to strengthen reach and results
- Disseminate messaging materials to potential partners
- Present the messages to other audiences
- Incorporate messages into parent education
- Help parents become involved with their child's health

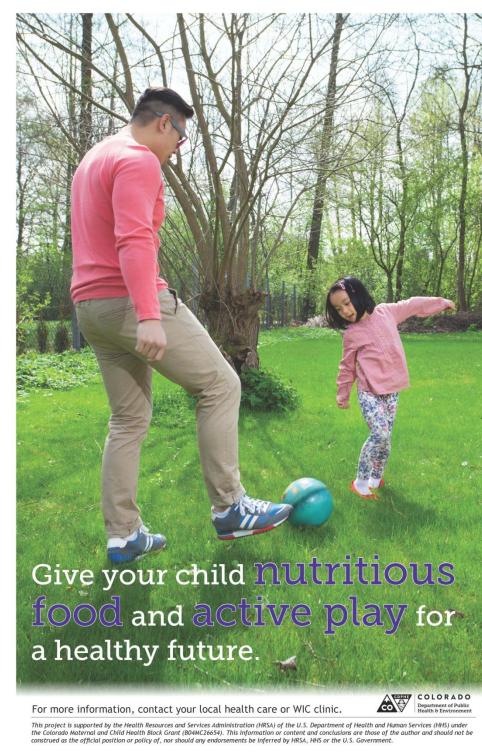
### Accessing Supporting Materials

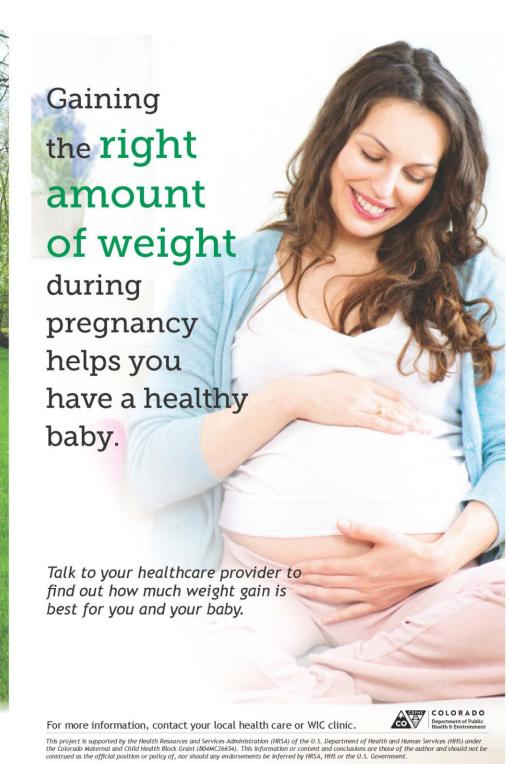
#### Visit the One Stop ECOP Shop website at <a href="https://www.colorado.gov/cdphe/ecop">www.colorado.gov/cdphe/ecop</a> for

- Messaging toolkit including poster, consumer handouts, and provider newsletter templates
- Forms to order a limited number of posters and handouts
- Links to provider and consumer websites
- Past webinars on individual messaging topics (e.g. maternal wellness, diabetes prevention)

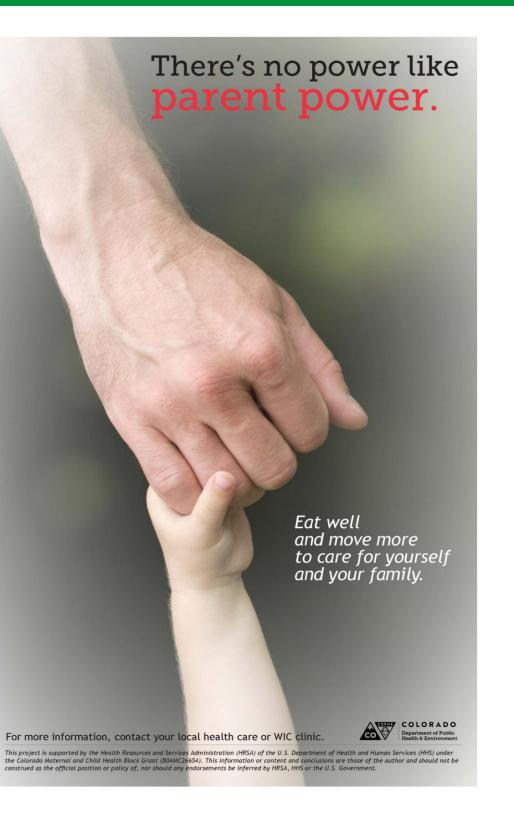
# Messaging Posters at a Glance

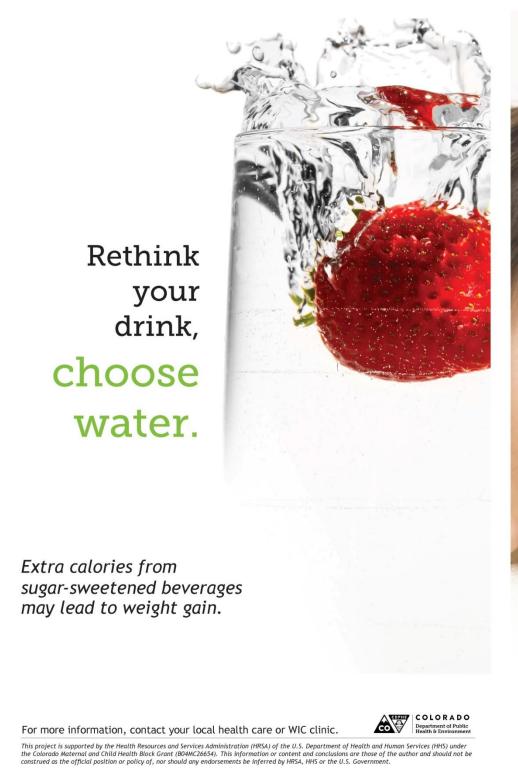


















## Project History by Timeline

June 2012: Message feedback survey administration and interpretation

**July- September 2012: Key informant** interviews

**April 2013: Final** message editing September 2013: Statewide dissemination of messages

March-May 2015: Spanish transcreation of messages focus group testing

October-November 2015: Refresh release of messages with images & resource toolkit

Winter-Summer 2016: **Sectors disseminate and** use messages in practice/ programs

**Winter 2017: Survey WIC** program participants

March-June 2012: Message creation

June- September 2012: Focus groups conducted for message testing

November 2012-February 2013: Message revision

May-June 2013: Message dissemination to public health and WIC agencies; Speaking with One Voice published

September 2014: **Stakeholders** provided supporting points and tips for consumer handouts

April –July 2015: **Development of** materials for toolkit

Fall 2016: Survey webinar participants on info dissemination